



BUSINESS STUDIES

BA (Hons)



ARE YOU STIRLING?



REASONS TO CHOOSE THIS COURSE

1 FLEXIBLE STUDY OPTIONS

The opportunities to study a range of business subjects to build a strong knowledge base and foundation on which to develop business and management expertise in a variety of potential career areas.

2 EXPERT TEACHING TEAM

Teaching staff are experts in their fields of management, business and teaching reflects their research and professional practice making it highly relevant, current and insightful.

3 TRANSFERABLE SKILLS EMPLOYERS WANT

The flexibility of the degree structure combined with a focus on personal and professional development is designed to help students achieve their career ambitions.

WHY STUDY BUSINESS STUDIES?

Do you see yourself working in a business environment? This degree will provide you with a strong knowledge base, skills and competencies to form a foundation from which managerial expertise can develop throughout your working life.

Our focused, yet flexible, approach to learning means you can undertake one of a number of Combined Degree courses. However, those students intending to specialise in Business Studies are encouraged to take modules in related subject areas, such as Accountancy, Business Law, Economics, Computing Science, Psychology or Sociology.

The University of Stirling Management School has been awarded the Small Business Charter in recognition of its active participation in supporting start-ups and small businesses, local economies and student entrepreneurship.

TOP 25 UK INSTITUTIONS FOR BUSINESS AND MANAGEMENT

(REF 2014)

COURSE DETAILS

Semesters 1-3 introduce students to the main areas of business and management.

Analytical techniques that underpin business activity and management are also introduced.

Semesters 4-8 cover advanced modules in The Organisation of Behaviour, International Business, Entrepreneurship, Responsible Business and Strategic Management from a list of elective modules in each semester.

Option modules include:

- Managing Change
- Business in Europe and Emerging Economies
- Public and Non-Profit sector Management
- Human Resources Management
- Economics
- Accounting and Finance
- Marketing
- Retail Studies
- Leadership and Management

A prize of £100 is awarded to the graduating student with the best dissertation on the BA Honours Business Studies course. There is also a prize of £100 awarded to the graduating student with the best overall academic performance on the BA Honours Business Studies course. Rob Ball was Professor of Public Service Management and worked at the University of Stirling for many years, this prize is kindly funded by Professor Ball's family.

“As a student you have the chance to be involved in many activities and engage with the local businesses as well. Studying at Stirling has allowed me to meet people from all over the world and discover new cultures whilst expanding my knowledge.

Guest lecturers and visits to local businesses throughout the year enabled me to have a deeper insight of the real business world.”

Konstantinos Ioannidis

BA (Hons) Business Studies and Marketing graduate

“I chose Stirling as I have always wanted to study abroad and it was recommended by a fellow Norwegian who had studied here. The University has fantastic sport facilities, as well as great flexibility with your degree. Overall, the student environment is amazing.

I cannot wait to start my career at Bloomberg. They are based all over the world with opportunities to move around.”

Thea Bronlund,

BA (Hons) Business Studies and Economics graduate

CAREER OPPORTUNITIES

During the degree, students can participate in a personal and professional development module with a focus on developing key skills that employers are looking for, as well as helping students prepare for, and make the effective transition into the workplace.

Business Studies graduates are well-placed for management careers in many sectors of the economy.

More than 97 per cent of our undergraduate leavers go on to work or study within six months of graduation. (Destinations of Leavers from Higher Education survey 2016/17).

Our graduates have gone on to careers in communications, banking, insurance, human resources, information management, advertising, retailing, international trade and research and development. Some of our graduates continue their education with postgraduate study.

BUSINESS STUDIES N100 stir.ac.uk/3w

MINIMUM REQUIREMENTS

**YEAR 1 ENTRY –
FOUR-YEAR HONOURS**

SQA Highers:

ABBB – one sitting

AABB – two sittings

GCE A-levels:

BBB

IB Diploma:

32

BTEC (Level 3):

DDM

**YEAR 2 ENTRY –
THREE-YEAR HONOURS**

SQA Adv Highers:

ABB

GCE A-levels:

ABB

IB Diploma:

35

OTHER QUALIFICATIONS

Scottish HNC/HND:

Minimum entry: Bs in graded units

Advanced entry: Please visit:

stir.ac.uk/ay

Access courses and other UK/EU and international qualifications are also welcomed.

ADDITIONAL INFORMATION

General entry requirements apply. Please visit: stir.ac.uk/av

PART TIME, ADVANCED ENTRY AND STUDY ABROAD OPTIONS AVAILABLE

TYPICAL TIMETABLE

YEAR	SEMESTER	SUBJECT 1	SUBJECT 2	SUBJECT 3
1	1	The Global Business Environment: An Introduction (Core)	Any Module	Any Module
	2	The Management Challenge: An Introduction (Core)	Any Module	Any Module
2	3	Fundamentals of Business & Management (Core)	Any Module (a)	Any Module (c)
	4	The Organisation of Business (Core)	Any Module (b)	Any Module
3	5	International Business (Core)	Any module from the Management School options	Any module from the Management School options
	6	Entrepreneurship (Core)	Responsible Business (Core)	Any module from the Management School options
4	7	Strategic Management (Core)	Any option in Management or Marketing	Dissertation (d) (Core)
	8	Any module from the Management School options	Dissertation (Core)	

COMPULSORY MODULES

The Global Business Environment: An Introduction; The Management Challenge: An Introduction; Fundamentals of Business and Management; The Organisation of Business; International Business; Entrepreneurship; Responsible Business; Strategic Management; Dissertation

OPTIONAL MODULES

Semester 1: Select 40 credits from list; Semester 2: Select 40 credits from list; Semester 3: Select 40 credits from list ;Semester 4: Select 20 credits from any level 9 list ; Select 20 credits from Any semester 4 list; Semester 5: Select 40 credits from Management School honours options list; Semester 6: Select 20 credits from Management School honours options list; Semester 7: Select 20 credits from Year 4 Management School Options list; Semester 8: Select 20 credits from Year 4 Management School Options list

CONTACT

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Student Recruitment and Admissions

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ARE YOU STIRLING?